

## SPOTLIGHT

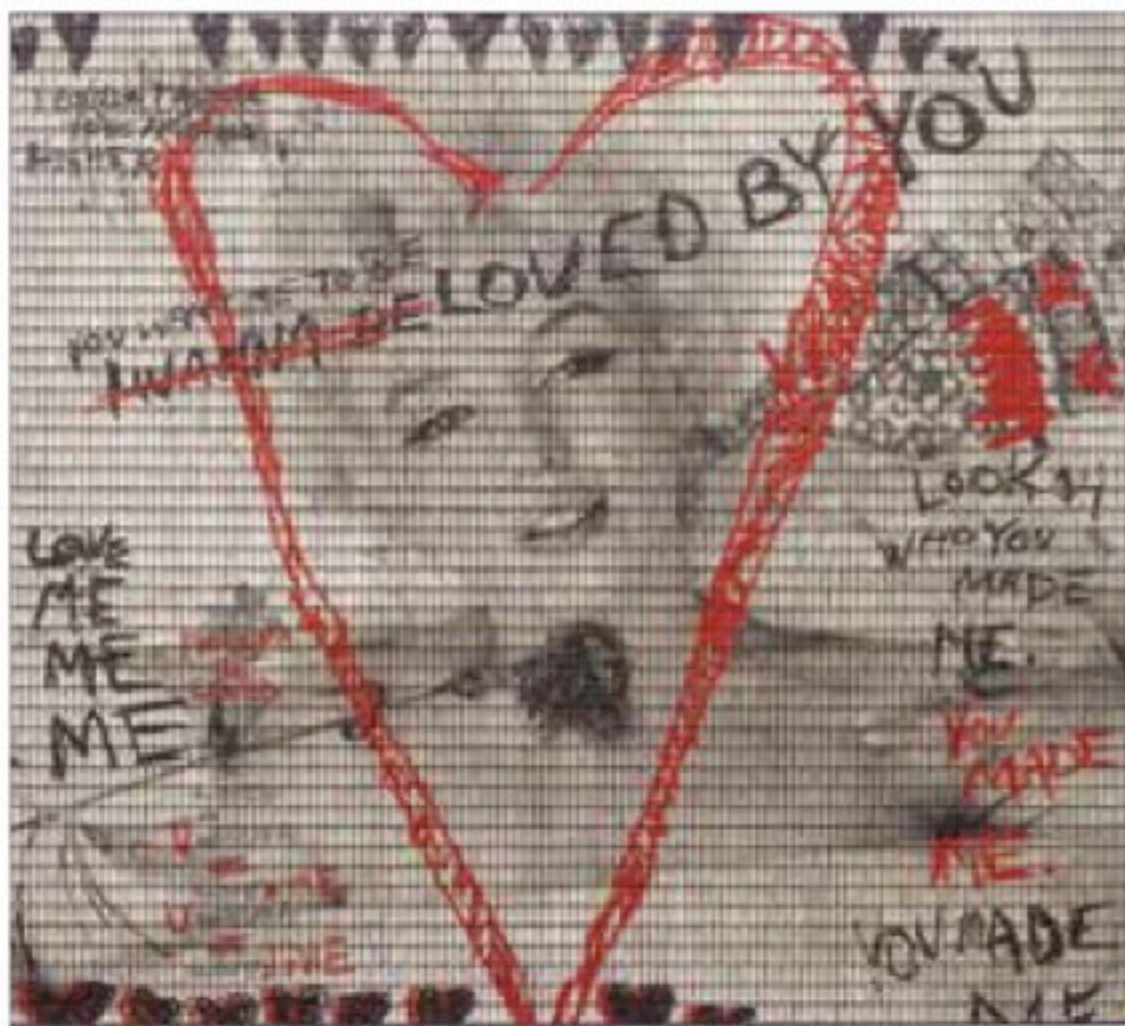
# DESIRE OBTAIN CHERISH: #UNDERTHEINFLUENCE

March 15 - May 11, 2013

## KM FINE ARTS

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### DESIRE OBTAIN CHERISH

"Marilyn You Want Me To Be Loved By You," 2013, 9,000 Individually wrapped pills encased in plexiglass, 47 x 51 inches, Series: Unique

objects with a subversive edge. Ultimately this places the viewer in a moral conundrum for enabling the very thing they are critical of desiring.

A graduate of Parson's School of Design, highly educated in art theory, Paul credits his education in an ad

Desire Obtain Cherish aka Jonathan Paul blends the concerns and methods of street, pop, conceptual and appropriation art with popular culture to create his own unique satirical message. His work, though often controversial, is always engaging, explores contemporary obsessions with sex, desire, drugs, gender, celebrity, media, commerce and fame.

Portion of an essay by G. James Daichendt, Ed.D, titled "Art is Not Safe" cited the following: "Paul's pseudonym Desire Obtain Cherish conveys the intent of his art and the subject of ridicule. Essentially the three stages of consumerism, the artist evoke this process from his audience while at the same critiquing it. One can see this in his Gucci Handcuffs or sets of designer pills featuring the logos of Louis Vuitton, Chanel, and Hermes. Brands that we are taught to desire, obtain, and cherish - the artist makes a mockery of them by creating detailed and beautifully crafted

agency for helping him understand real work and people. These are concepts that the art world has eradicated with the advent of modernism and through the development of art in the 20th and 21st century.

Paul has elevated this craft to an art and is clearly influenced by masters like Roy Lichtenstein and Claus Oldenburg, but it's perhaps more appropriate to compare his recent Blow Pop sculptures and Hershey Crosses to the irony of Jeff Koons mixed with the accessibility and humor of Banksy.

Through the name Desire Obtain Cherish, Jonathan Paul is challenging assumptions and cultural markers using populist imagery in a subversive manner. Whether its unhealthy food options, world politics, or illegal advertising, engaging his art only provokes this dialogue and raises awareness to what we desire." #UNDERTHEINFLUENCE thru May 11th.